

**Sam Davidson:** What comes to mind when I say prevention?

**Linda Shak:** often times I think when people hear prevention they are thinking of things like brochures or health fairs

**Stefanie Meyer:** taking active steps for personal health and well-being

**April Popejoy:** To stop something from happening

**Suzanne Ryan-Ibarra:** avoiding harm

**Carol Woltring:** Health

**Yvonne Lau:** stop before something undesirable happen

**lianne dillon:** Primary

**Robin Dean:** Promoting policies to encourage healthy living before we get sick

**Erin MacDougall:** Wellness and vitality

**Manal Aboelata:** taking action before onset of illness and injury

**Trisha Richter:** taking action, working with others, to stop something from getting worse

**Christine Aure:** Keeping people from getting sick

**carol danaher:** starting prevention before problems start

**Abby Rowe:** Avoiding a problem before it happens

**Kelly Blondin:** anticipating problems

**Brandi Whitney:** Comprehensive strategies to improve health

**Joanne Gooley:** being proactive

**Dolores Barrett:** avoiding trouble, creating positive results

**Barbara Neumann:** policy changes, environmental changes to support healthy behaviors

**Stephanie Rodriguez:** the smart thing to do!

**Ruben Cantu:** to keep communities from getting sick and keep them healthy

**Leah Cox:** services and activities that keep problems from starting or getting worse

**Ellen Braff-Guajardo:** keep harm from happening

**Terese Voge:** an ounce vs a pound

**shelley Saitowitz:** community action/empowerment

**Sam Davidson:** What are the prevention strategies people are working on to support healthy eating and physical activity environments?

**Brandi Whitney:** Improve food access and community gardens

**lianne dillon:** promoting breast feeding worksite policies

**Erin MacDougall:** comprehensive food policy at the local and state level (food systems approach)

**From Michelle Johnston:** We have a farmers market on our college campus

**Stefanie Meyer:** green bike project

**Jacob Ackerman:** menu-labeling

**Sarah Panken:** Complete Streets

**Kevin Mills:** promoting active transportation

**Alison Rotel:** Community policy and environmental strategies

**Leah Cox:** promoting workplace wellness policies and providing trainings to help implement school wellness policies

**Erin MacDougall:** safe routes to schools

**Terese Voge:** engaging communities in policy change

**Stefanie Meyer:** trayless dining centers

**Joan Ottingerf:** state level school food policy

**Deborah Tucker:** connecting with others to determine what works; working with young children

**Jessica St. John:** Working with youth and local Wellness Councils

**Stephanie Rodriguez:** fighting for parks within walking distance

**Linda Shak:** developing a local policy database that houses policies passed at the local level that address healthy eating and PA environments

**Cheryl Moder:** Improvements to built environment and food access

**Robin Tanner:** Fruit and Vegetable Bars in the Middle Schools

**April Popejoy:** Improved public transportation and community education

**Barb McKee:** Creating Policy for Facility Contracts (i.e. vending / food services) that includes nutrition expectations

**shelley Saitowitz:** Providing evidence to support healthier policies in County General Plan

**Trish Ratto:** healthy meetings, vending, nutrition policy, tap water campaign to integrate health and sustainability

**Robin Dean:** CCROPP is creating worksite wellness policies, improving park environments, promoting farmers markets, community gardens, etc.

**carol danaher:** I promote, via a large collaborative Division of Responsibility early childhood feeding practices

**Michelle Johnston:** Increasing healthier options in vending machines

**Yvonne Lau:** exercise breaks at work

**Barbara Neumann:** walking paths, wellness policies,

**Robin Tanner:** Neighborhood Active Living Plan - Developed and Implemented

**Stephanie Rodriguez:** educating pregnant women and women of infants in order to help these children develop healthy eating habits from the beginning as opposed to having to break bad habits later

**Michelle Johnston:** Trying to create awards program to acknowledge departments that are creating cultures that promote wellness

**Erin MacDougall:** Farmers Market technology (EBT/DEBIT/CREDIT)

**From Dolores Barrett:** prevention plans (county, local/city) that include variety of environmental and individual strategies

**Jessica St. John:** Farm to school, Governor's Challenge, marketing campaigns, bringing health issues (ie walkable communities) to the general plan...

**From Brandi Whitney:** disagree (success in life is largely under our own control)

**Katherine Rittenhouse:** you can only take responsibility for your health if you have the education on how to

**Cheryl Moder:** Even with education, people can't improve their health if healthy choices are not available to them in their neighborhoods, communities, and daily lives.

**Erin MacDougall:** I think we need to work on making the economic case: health costs, community wellbeing, social productivity.

**Karen Zynda:** I think social and economic equity also influencing health more than just personal responsibility

**Dolores Barrett:** your presentation as a balance is a great way to include a broad range of perspectives, in a conservative environment "the nanny state", it helps start the conversation

**carol danaher:** policy change and regulation just levels the playing field, it doesn't mean that we need to coddle the weak individual

**Stephanie Rodriguez:** that's similar to what I said before...I tell my clients to take their children to the park. How are they supposed to do that though if their only means of transportation is their two feet and there are no parks in the community within walking distance?

**Katherine Rittenhouse:** what can we do to create the 'bike lane'?

**Trish Ratto:** we talk about creating access -- to healthy foods, water, etc and policies are needed to ensure access

**Manal Aboelata:** I find it interesting that we are willing to accept that personal responsibility is part of the picture but then you have people like the person writing the last op-ed, who say that if we accept that policy is also part of the answer were heading as a country down a wrong and costly road.

**Marisel Brown:** Erickson's comment comes from lack of information re: the multiple factors that drive what/when/how we eat. There is a good deal of ignorance on that topic that makes it hard for folks to move beyond "pulling up your boot straps" thinking

**Erin MacDougall:** What strategies have others used to re-frame the "why this important" to policymakers, community members and residents?

**Marisel Brown:** Thank goodness for the website; however, we need multiple means of getting that info across...even subliminally for the Erickson's of the world (or at least those who are a bit easier to persuade & willing to listen.

**Debbie Comstock:** If you can connect it to an economic factor it will get attention

**Michelle Johnston:** o We used our data regarding student fruit and vegetable consumption (7% eat 5+, 60% eat 0-2) to make the case for increasing access through a campus farmers market

**carol danaher:** I'd like some ppt slides that show how the scales are tilted in favor of industry and poor public policy. I'd have a hard time creating those myself.

**Katherine Rittenhouse:** I would like to know what barriers people have in educating the general public about obesity prevention. other than economic

**Alison Rotel:** What types of analogies or examples are people using to frame messages about healthy eating? I find this challenging since eating fruits and vegetables doesn't instantly make you feel better the way a smoke-free policy will immediately alleviate some health concerns of service industry workers.

**Erin MacDougall:** For example, right now, we are starting a community dialogue around health disparities utilizing the new tool of Unnatural Causes. So, we are really starting to try out new things and observing the possibilities to engage people.

**Stephanie Rodriguez:** I agree that we need to tie the changes that we are looking for to money....SAVING money

**Stephanie Rodriguez:** insurance companies and major food corporations and others in Corporate America are more concerned with money than anything else so if we can make them see the financial benefit of policy change they will hop on board

**Marisel Brown:** Milken Institute has excellent report re: economic burden/cost of obesity. An econometric model can be built showing an economic impact w/ prevention strategies & sans those strategies.

**Deborah Tucker:** People who are in decision making environments in underserved communities are often seated in a very narrow frame of knowledge on how to involve community organizations.

**Stephanie Rodriguez:** barriers other than economic ones? culture

**Katherine Rittenhouse:** which needs education right?

**Stephanie Rodriguez:** I come from a Latino household and know what it's like to have my mother and grandmother promote habits that are not conducive to a healthy lifestyle...I have learned better but now my job is to bring my education to my clients and they don't want to hear that parts of their culture are unhealthy

**Stephanie Rodriguez:** yes...but they not only need the information

**Stephanie Rodriguez:** they need to know how to apply it

**Katherine Rittenhouse:** that's why I think we need to start nutrition education in schools early

**Alison Rotel:** I am typing on behalf of a whole room full of folks at Blue Cross in Minnesota. We did a report of the economic costs of obesity called "Obesity and Future Health Care Costs". You can download a copy at <http://preventionminnesota.com>

**Katherine Rittenhouse:** so what are our barriers? why don't we have it implemented yet?

**Stephanie Rodriguez:** we can't just tell our communities to eat such and such foods if those foods are not part of their existing diet...instead the first step should be teaching them how to gradually modify the meals they already eat to make them healthier

**Kevin Mills:** Doesn't the American belief in personal control extend to policy-making? Political empowerment only works if people believe they can influence policy-making? Doesn't that provide a cultural basis for activism?

**Deborah Tucker:** There are lots of 'old school' thoughts out there and these thoughts are often times impressed on young children, rather than taking advantage of how we can empower children to make better, healthier choices.

**Katherine Rittenhouse:** I BELIEVE THAT WE NEED TO EDUCATE CHILDREN ABOUT PROPER NUTRITION AND ACTIVITY ....

**Katherine Rittenhouse:** WHAT ARE OUR BARRIERS IN DOING THAT

**Katherine Rittenhouse:** ?

**Stephanie Rodriguez:** two of them are recruitment and retention

**Deborah Tucker:** Good question, Katherine

**Stephanie Rodriguez:** when community collaboration is not strong recruitment is even more difficult

**Deborah Tucker:** Yes, I have found that people are not as 'practiced' at approaching 'bucking' the system.

**Stephanie Rodriguez:** and retention is difficult...when you have to retain clients over a period of time, for several reasons including how migrant some populations are, transportation issues, lack of incentives

**Katherine Rittenhouse:** would it help if the schools had a created policy, activities, ideas, information for school, family and community already to go.. an 'action-plan'?

**Stephanie Rodriguez:** and consumers who simply do not understand how educational programs are beneficial for their family..that's another problem

**Stephanie Rodriguez:** yes...we need action plans across the board

**Deborah Tucker:** YES

**Stephanie Rodriguez:** for schools, community orgs, and other institutions that have an interest in the health of our children...that should be everyone!

**Katherine Rittenhouse:** are either of you connected to schools? is this something a school would invest in?

**Deborah Tucker:** i hope so..

**Katherine Rittenhouse:** please check out [www.sparkpe.org](http://www.sparkpe.org)

**Trisha Richter:** my experience with schools is that they are so wrapped up in "teaching to the test" that they just don't have enough time in the day to incorporate more exercise for example

**Deborah Tucker:** please check out [whatsinyourlunchbox.net](http://whatsinyourlunchbox.net)

**Stephanie Rodriguez:** there are so few schools out there that include health and nutrition as part of the curriculum.. it's a shame

**Trisha Richter:** because it doesn't help them get good scores on test

**Stephanie Rodriguez:** what ever happened to HOME ECONOMICS...why don't we teach our children some basic cooking skills as children..what's wrong with that?

**Deborah Tucker:** but it does...they just are narrowly focused

**Katherine Rittenhouse:** our company has an amazing physical activity curriculum. I am in the process of creating nutrition services element

**Stephanie Rodriguez:** we can't ask them to cook or take time to prepare fast and healthy meals and stop eating out, if they don't know where to start

**Deborah Tucker:** katherine...go to my website

**Cheryl Moder:** Those interested in an action plan can check out the San Diego County Childhood Obesity Action Plan at [www.ourcommunityourkids.org](http://www.ourcommunityourkids.org). Our plan is focused on policy and environmental change among multiple sectors (schools, government, healthcare, early childhood, etc.).

**Stephanie Rodriguez:** I realize that health classes are taking place...but when I was in school the focus was primarily on alcohol, tobacco and drugs, sex and STD's

**Stephanie Rodriguez:** nutrition wasn't brought up

**Terese Voge:** Calif has mandatory Health Educ Content Standards that include those topics as well as Nutrition and PA, but many schools, esp. High Schools are not committed to getting that to kids through classes and curriculum

**Stephanie Rodriguez:** California in many ways is ahead of the east coast which is where I am.. we need to follow in its footsteps in implementing policies to address the issues at hand and then together we need to enforce these policies so they are effective

**Deborah Tucker:** California Endowment, I believe

**Deborah Tucker:** California Endowment supports the Health Departments (HEAC)

**Cheryl Moder:** Yes, The California Endowment supports the Healthy Eating Active Communities program as well as our efforts here in San Diego.

**Deborah Tucker:** But all the State agencies support units are so disconnected

**Deborah Tucker:** I would like to work with you'

**Stephanie Rodriguez:** that problem exists everywhere...I work everyday to strengthen the networks between my agency and specific program and the orgs in my area

**From lianne dillon:** ilinc is a great tool, thank you

**Stephanie Rodriguez:** that would make a world of difference

**Trish Ratto:** Fast food stores, vending machines, larger portions, restaurant use, food commercials have all dramatically increased in the last decade.

From 1988 through 1999, the number of dollars spent for soft drink advertising rose by 28%, for candy and snacks by 40%, and for restaurants by 86%.

This money spent on advertising any single new product is often greater than the total spent ever year to educate the public about healthy eating.

**Katherine Rittenhouse:** thank you

**Erin MacDougall:** Thank you everyone! Great conversation!!

**Stephanie Rodriguez:** thanks!

**Barbara Neumann:** Do you have examples of a message development following your steps.

**Carolyn Olney:** Thanks. Your comments regarding refocusing on what needs to be done were helpful.

**Stephanie Rodriguez:** By everyone! All of our efforts to build a better future for our children are commendable..keep up the good work!

**Brandi Whitney:** Thanks for the thoughtful dialogue

**Linda Shak:** [linnea@preventioninstitute.org](mailto:linnea@preventioninstitute.org)

**Linda Shak:** [dorfman@bmsg.org](mailto:dorfman@bmsg.org)

**Barbara Neumann:** Thank you again for your presentation and sharing your contact information.